

Marketing & Communications Manager

Directorate: Operations

Grade: 9

Location: WWT Slimbridge Wetland Centre

Reporting to: General Manager

Supervisory responsibilities: Marketing Executive and Marketing Volunteers

Responsibilities of the post

1. To implement the National Visitor Marketing (NVM) and communications strategy for WWT Slimbridge Wetland Centre, ensuring alignment with the WWT visitor proposition and brand. This includes:
 - Leading visitor recruitment marketing initiatives.
 - Developing and delivering a communications plan to engage existing visitors, including individuals and groups, to enhance retention.
 - Create and deliver an advertising strategy (broadcast, OOH, print and digital) and work with media partners and other key stakeholders to both deliver and track to ensure ROI and ROAS.
 - Creating and delivering a PR and content strategy with tailored KPIs to support broader communication objectives.
 - Creating and delivering a digital content strategy with tailored KPIs to support broader communication objectives.
 - Create and deliver an email marketing strategy with tailored KPIs to support WWT Slimbridge communication objectives
 - Working with the Marketing Executive, create and deliver a social media strategy to provide growth in WWT Slimbridge's reach and engagement

The primary goal is to strengthen brand awareness and grow the visitor base within the centre's regional catchment area. Working closely with the NVM Manager, this role is responsible for developing a targeted marketing and communications plan for the centre to achieve agreed visitor growth and retention targets.

2. To monitor and report on the activities within this plan and their impact on driving new and sustaining visitor numbers.
3. Working with the General Manager and NVM Manager, agree and manage the centre's marketing and communications budget to fulfil the plan.
4. To lead the marketing initiatives for Bewick's Lodge & Warblers Meadow accommodation, learning & education, corporate hires, events & functions at WWT Slimbridge Wetland Centre and drive increased revenue.
5. Maintain existing relationships with catchment stakeholder groups that help with promoting the centre. This will include sponsorship, engagement and advertising where beneficial.
6. Work closely with the national communications and campaigns team on cause led PR activities collaborating as part of a wider network of marketing managers representing other WWT Centres.
7. Line manage the Marketing Executive, ensuring that the appropriate levels of direction and support are provided in line with WWT's people frameworks.
8. Plan, review, and, when necessary, create content and messaging for centre-specific touchpoints, ensuring alignment with WWT branding guidelines. This includes maximising core and campaign messaging to achieve key objectives, such as updating centre web pages, managing on-site POS materials, and briefing film and photography for relevant content.
9. Present and champion the WWT brand for both the supporter journey and the visitor marketing proposition at all times.
10. To carry out duty management responsibilities as per the duty rota, including some weekends and evenings, and be an integral part of the centre management team.
11. To work alongside volunteers encouraging, developing and supporting them in their work for WWT, ensuring that they have a positive volunteering experience.
12. To be responsible for working within the WWT health and safety policy and guidelines ensuring that the health, safety and wellbeing of yourself and others is an integral part of how you work.
13. To be responsible for engaging with the WWT Sustainability Statement, being aware of negative environmental impacts and incorporating sustainable ways of working within your role.
14. To interact with our visitors and supporters in a positive way, shaping unforgettable experiences and helping them understand and connect to wetlands.
15. To ensure that in the course of your work you adhere to the WWT Data Protection policy and standards.
16. In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

Person Specification

1. Qualifications

Essential:

- A higher education or professional qualification in Marketing e.g. Chartered Institute of Marketing Diploma , or Digital Marketing Qualification

Desirable

- PR qualification (e.g. CIPR Certificate or Diploma)

2. Experience

Essential

- Marketing and PR experience for a consumer facing (B2C) organisation.
- Social media organic content planning and implementation
- Media negotiation and buying
- Advertising with both traditional and digital media
- Knowledge of email marketing
- Brand management
- Evaluation of marketing activity using GA4
- Working knowledge of SEO for both advertising and SEM
- Working knowledge of Word, Excel and Outlook, MS365, OneDrive and Google Drive

Desirable:

- Experience gained in a visitor attraction marketing environment.
- PR planning and implementation including building media relations
- Experience of working in a national multi-site operation.
- Experience of marketing events.
- Experience of working in a busy operational role, including duty management in a visitor attraction.

3. Responsibility

Type of Responsibility	Levels
Budget Responsibility	£300,000
Income	£150,000
Project Size (normally managed)	<i>Small/Medium</i>
Assets (required for job, exc. buildings)	1000
Visitors (number per annum)	250,000

Type of staff	Number managed	Number supervised
Employed Staff	1	0
Volunteers / Casual Workers	Up to 10	0
Contractors	0	0

4. Creative Ability

Essential:

- Excellent communication (verbal and written) skills
- Creative and imaginative approach to problem solving

5. Contact

Essential

- Confidence to build effective working relationships and achieve results across all directorates and sites across WWT.
- Demonstrates a professional, friendly, diplomatic and patient approach.
- Effective organisational skills; capable of prioritising workloads, managing multiple projects and negotiating deadlines.
- Influencing skills and ability.
- Working and building relationships with external stakeholders, including VIPs.

General Notes

This position will from time to time; require work during some evenings, weekends and public holidays to meet the needs of the role.